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Internet Advertising Schemes to Avoid

By Rebecca Gilbert

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by: **Rebecca Gilbert**

For those of you who have Home Businesses on the Internet, you know by now that you have to develop a steady stream of traffic to your website in order to produce enough sales to grow and substantiate your business. Bottom line...no traffic = no sales. No sales = failed business.

During my two years on the Internet, I have tried many forms of advertising that have been less than successful. I am writing this article to all the "newbies" out there who flock to these forms of advertising because they are easy and free, and after these advertising methods have produced none of the desired results, they leave with a feeling that they have been scammed and that the Internet is not the virtual marketplace that everyone has raved about.

In reality, the Internet is the virtual marketplace of the future and is producing mind-boggling sales for the entrepreneurs who are pursuing effective advertising methods.

The first form of advertising that leaves the worst taste in my mouth is called FFA advertising (Free for All). In my opinion, FFA sites prey on "newbies", promising that they will put their ad on thousands of websites, often supplying the newbies with automated software so they can accomplish this with one click of the button.

Then their ad is placed on thousands of different FFA sites at one time. What they don't tell you is that these pages your ad is placed on are never seen by the general public, because they aren't listed in any search engines, directories, or any of the mainstream traffic locations.

To add insult to injury, while you're using the automated software to place your ad on a thousand FFA pages, millions of other newbies are doing the same thing. There isn't enough room on these FFA pages for all the incoming submissions, so your ad may be on these FFA pages for 30 minutes max, and is then dropped.

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The real scam behind these FFA sites is that you have to provide your email address in order to submit to them. These email addresses are a free for all for whoever wants to use them. Your inbox is then bombarded with hundreds if not thousands of junk emails each day of people wanting you to join their opportunity.

The next advertising method that produces less than desired results is the surf for clicks programs. While these are not half as bad as the FFA sites, they are about 99% ineffective.

Basically, the way the surf for clicks programs work is that you are required to view various websites for a short period of time, for every website that you view, you will earn a credit. If you look at ten websites and earn 10 credits, your website will in–turn be shown to someone else 10 times.

Let's look at this surf for clicks logically. Who are you advertising to? You are advertising to other network marketers and Internet business owners. If they already have a business, then how many do

you think will sign up for yours? What are they looking for? They are looking to get traffic, the same as you...they are NOT looking to sign up for another program or purchase a product.

You must understand that you need to put your opportunity in front of the general public. Where does 85% of all the Internet traffic come from? It comes from the Search Engines.

Getting a listing in the search engines is also "targeted traffic". Meaning that someone has to input a keyword combination that is associated with your website, and when your site is displayed, its because your site is specifically targeted to what they are looking for.

When this happens for you, you truly will be successful in your business.

There are many other forms of advertising on the Internet that produce poor results, but these are the two biggest hitters that come to mind.

If you're a "newbie" and need a mentor to steer you in the right direction, please visit my site at:

There is no need to sign up for my opportunity either. I offer a free tutorial that will guide you towards starting and maintaining your business.

Best Wishes for your future success and prosperity!

Rebecca Gilbert

Rebecca has been a successful entrepreneur since July, 2002. If you truly need a mentor to help you get your business started, please visit her at:

Choosing One Internet Opportunity – The 4 Essential Criteria

By Wanda Cortez

Everyone dreams of the perfect business, one where you just sit back and collect cheques for doing nothing. Some unscrupulous Internet businesses would have you believe that this is possible. It is not possible, and it never was.

The Internet marketplace is becoming more crowded every day. There are soon going to be more Internet marketing companies than there are punters. Most Internet marketing consists of selling Internet marketing opportunities. The punter has seen it all before. The only people who fall for this ploy are total novices who still believe in fairies and treasure at the end of the rainbow.

What should you look for in a genuine Internet marketing or home business opportunity?

1. A tangible product that is totally unrelated to selling Internet marketing opportunities.
2. An affiliate scheme that gives you your own website.
3. A recognition by the provider that you must spend some cash promoting your affiliate link.
4. No up-front fee

Let's consider these points one at a time:

1. Tangible products can be as diverse as selling Self-Improvement courses and Personal Wedding Sites, but there must be one, otherwise you are just putting all your hopes into a Multi-Level Marketing scheme that is doomed to fail.
2. Affiliate schemes pay you a percentage of the price paid by the customer. Affiliate schemes can make money, but 97 out of every 100 affiliates never make a cent because they fail to recognise the need to promote their affiliate link. You only earn money from people who buy by following your affiliate link.
3. Many affiliate schemes grow by providing a free website and going along with the optimistic idea that all websites are found by search engines and that every one will make money. Search engines only find sites that have links pointing to them. If a search engine finds 2,000 identical sites, it only displays one, and that does not give you a lot of chance to sell anything.
4. All information is available for free on the Internet. An extremely small number of people have anything worthwhile to say that is not freely available. Those that do charge thousands of dollars for it, not \$39.97. You are paying for promotion of the product, why should you pay for the opportunity to spend your money on advertising.

One more tip:

- Beware Information Overload. Research, choose one scheme and stick with it until it is earning money and no longer requires time spending on it. Only then should you join a new affiliate scheme. All

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schemes will make money if they are properly promoted. Avoid changing horses in the middle of the race. Avoid the temptation offered by this week's offering from some guru, who claims that his product offering will change the face of the Internet over the next three months, but that you must join immediately, or miss the benefits.

Wanda Cortez works as an Internet consultant. She takes a refreshingly different view of Internet Marketing. Find more information rich articles at

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